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碩士學位論文

A study on the satisfactions of Chinese
package tourists to Jeju



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A study on the satisfactions of Chinese package tourists to Jeju

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A thesis submitted in partial fulfillment of the requirement for the degree of Master of Tourism
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ABSTRACT

Some recent studies have focused Chinese outbound tourists' attitudes and behaviors. Sparks and Pan (2009) attempted to determine how attitudes, constraints, influences, and information sources are related to the intentions of potential Chinese tourists to travel outside their homeland. Interest in researching outbound Chinese tourists has also grown in recent years (Guo, Kim, & Timothy, 2007). According to The World Tourism Organization (WTO) recommendation the tour type can be either package or non-package. The package refers to the purchase of a package of travel services including transport and accommodation.

Jeju Tourism Association had surveyed the China tourists to Jeju Island, and resisted the results in a report 《Statement of China tourists to Jeju in summer of 2010》. Chinese tourists to Jeju were about 57 thousand in 2000 and the numbers increased to 25.8 thousand in 2009. According to this report, Chinese tours to Jeju prefer package tours.

This study focused on Chinese tourists to Jeju. A total of 250 samples were collected from 20th September to 20th October 2010. Four regions divided as southern inland, southern coast, northern inland and northern coast. The objective of this study was to lay a foundation the tourist satisfaction model for Chinese tourists in Jeju. The study model and information demonstrated in the findings of this study will contribute to the establishment of a development strategy for Chinese tourists in Jeju.

To accomplish this, this study analyzed the factors which are relevant to tourist satisfaction using theoretical research as it relates to the structure of tourist satisfaction. The study surveyed theoretical constructs of tourist satisfaction via a leading research theory. The difference in this study is that it

developed questions and standards based upon the satisfaction level of Chinese tourists to Jeju. This study analyzed the varieties of satisfaction levels according to varies regions of China, and the influence of package tours have to revisiting and recommendation. Tourists were surveyed to assess their satisfaction or dissatisfaction after their visit to Jeju .The survey used qualitative approach based upon the interview findings. Descriptive statistics, regressive test, and One-way ANOVA are utilized to analyze the data. The result reveals two things .The first one is there are significant differences in satisfaction level of the tourist based upon their origin in China. The second one is package tours positively impacts Chinese tourists' revisiting and recommendatation.

Key words: Chinese tourists Package tours Satisfaction

개요

최근 중국 해외 여행객의 여행 행태에 관한 연구가 많이 발표되었다. Spark 와 Pan(2009)은 여행객의 행태, 제약 조건, 관광객 상호간에 미치는 영향, 여행정보 제공처가 중국관광객의 해외여행 결정에 어떤 영향을 미치는지 증명하고자 시도했다.

요즘 몇 년 사이 중국인의 해외여행에 대한 관심 또한 계속하여 증가하고 있는 것으로 연구되었다.(Guo, Kim & Timothy, 2007) 세계여행조직의 정의에 따르면 여행 형태라 함은 단체여행과 개별여행 두 가지를 모두 포함하고 있는 것으로 본다. 단체여행은 교통과 숙박을 포함한 여행에 따른 전반적인 서비스를 제공하는 것을 의미한다. 제주관광 해외 관광시장의 성장과 중국관광시장 급부상: 2000 년 해외관광시장 28 만 8 천명 입니다. 중국(5 만 7 천). 2009 년 해외관광시장 63 만 2 천명, 2000 년 대비 2 배 이상 성장. 중국(25 만 8 천).

제주관광협회에서는 중국관광객에 관한 조사를 실시한 바 있다. 이 조사에 따르면 제주도에 여행 온 중국인들은 단체관광 형태를 선호하는 것으로 나타났다.

본 연구의 대상은 제주도에 여행 온 중국 관광객으로 2010 년 9 월 20 일부터 10 월 20 일까지 총 250 명의 중국관광객을 대상으로부터 설문조사를 실시했다. 조사 대상은 지역별로 다른 네 개의 지역, 남방내륙과 남방해안 그리고 북방내륙과 북방해안으로 구분하였다.

본 연구의 목적은 중국관광객의 여행만족도에 대한 모형을 세우는데 있다. 이로써 제주도를 방문하는 중국관광객에 대한 발전적 정책전략과 생산적이고 효과적인 모델 제시, 정보 방안을 결론으로 도출하였다. 이 목적에 도달하기 위하여 본 논문은 이미 발표된 이론적 연구를 토대로 여행 만족도에 영향을 미치는 여러 요인을 분석, 여행자의 만족도를 이론적으로 설명하고자 하였다. 본 논문 연구는 제주도에 온 중국관광객이 대상이며, 문제제기 과 만족도, 평가표준 모두 제주도에 온 중국관광객을 기준으로 한 것임을 밝혀둔다.

본 연구논문에 의거하여 각기 다른 네 개의 지방에 따라 만족도에 미치는 요인 또한 같지 않음을 증명하였다. 또한 단체여행의 어떤 요인이 재방문과 추천여부에 영향을 주는지도 분석하였다. 이번 조사는 일대일로 만나 인터뷰하여 설문지에 기록하는

방식으로 진행하였고, 분석적 통계방법, 회귀분석방법 등을 사용하여 결론을 이끌어내었다. 첫 째, 지역마다 다른 중국관광객의 제주도 관광에 대한 만족 정도가 큰 차이를 보여주었다. 둘째, 단체여행의 여행상품 형태는 중국관광객의 재방문 확률과 추천 가능성에 영향을 주는 것을 알 수 있다.



CHAPTER 1

INFRODUCTION

1.1 Background

The growth of China's outbound tourism has become the focus of worldwide attention of researchers and practitioners (Cai, Li, & Knutson, 2007). Outbound travel from China is expected to reach an approximate 100 million individuals by 2020 (World Tourism Organization, 2003). Li, Harrill, Uysal, Burnett, and Zhan (2010).The current Chinese (Mainland) outbound travel market was reported to comprise approximately 22 million residents. In 2007, 41 million Chinese participated in outbound travel (China National Tourism Administration, 2008), and China has been identified as one of the two most important emerging outbound tourism markets in the world (WTTC, 2006).

By the end of 2006, Jeju Special Self-governing Province established, Jeju Island Tourist Association (JDC) which started the high-tech parks, ecological zones, the international airport free trade zone and the Chinese tourism area seven core projects. By 2010, the domestic and foreign tourists to Jeju Island increased from more than 5 million in 2005 to 10 million. With the help of leisure, tourism, high technology, health care, education and logistics industry, Jeju region's GDP will rise (7.3 billion in 2005) to 11 billion U.S. dollars in 2011. South Korean government fully understands the potential of Jeju Island, and announced that it would develop this city as an international conference city and support the expansion of MICE industry.

Jeju tourism Association had made a survey about the China tourists to Jeju Island. Chapter one of this report introduced the fact that Chinese tourists to

Jeju is sharply increasing in recent years, according to this situation, it is very necessary to develop some new projects to better develop Jeju tourism, and to adapt on how to do more projects to achieve this objection.

Jeju is the biggest island in Korea, famous for its comfortable weather and amazing sightseeing, it is a popular destination with a growing number of vacationers especially for Chinese, because of no-visa policy and the location. Jeju is in the central location of Asia, the expanded flight service between China and Jeju ,ect. It supported Jeju as a tourist destination, especially for Chinese.

The main form of Chinese tourists to Jeju is in the form of package tours, although the main satisfaction to Jeju is high, but there still are many problems in the process of tour. The essential question of concern is what are varies influence among Chinese tourists' satisfaction to Jeju and how to advance the satisfaction.

1.2 Purpose of the study

At the present stage, majority of Chinese tourists to Jeju Island are in the form of group package. There are some problems in the course of package group tours of Jeju Island, for example: there are different satisfaction about different tour segments, so how to provide better group package tours is the problem which need to be concerned.

The other purpose is to investigate influence factors affecting satisfaction level and revisit decisions and recommendation to other Chinese tourists coming to Jeju who use package tours.

1.3 Research outline

The survey involves seven segments: transportation, dining, lodging, shopping, entertainments, attractions and guide of Chinese package tours from different regions of China.

It analyzes the satisfaction about Jeju. The visit characters of Chinese are included. And in this statement of survey it distinguished the satisfaction by China region.

The structure of this dissertation consists of five chapters (Figure 1.1)

Chapter1 presents an introduction. This includes the background and purpose of this study and clarifies the problem to be investigated.

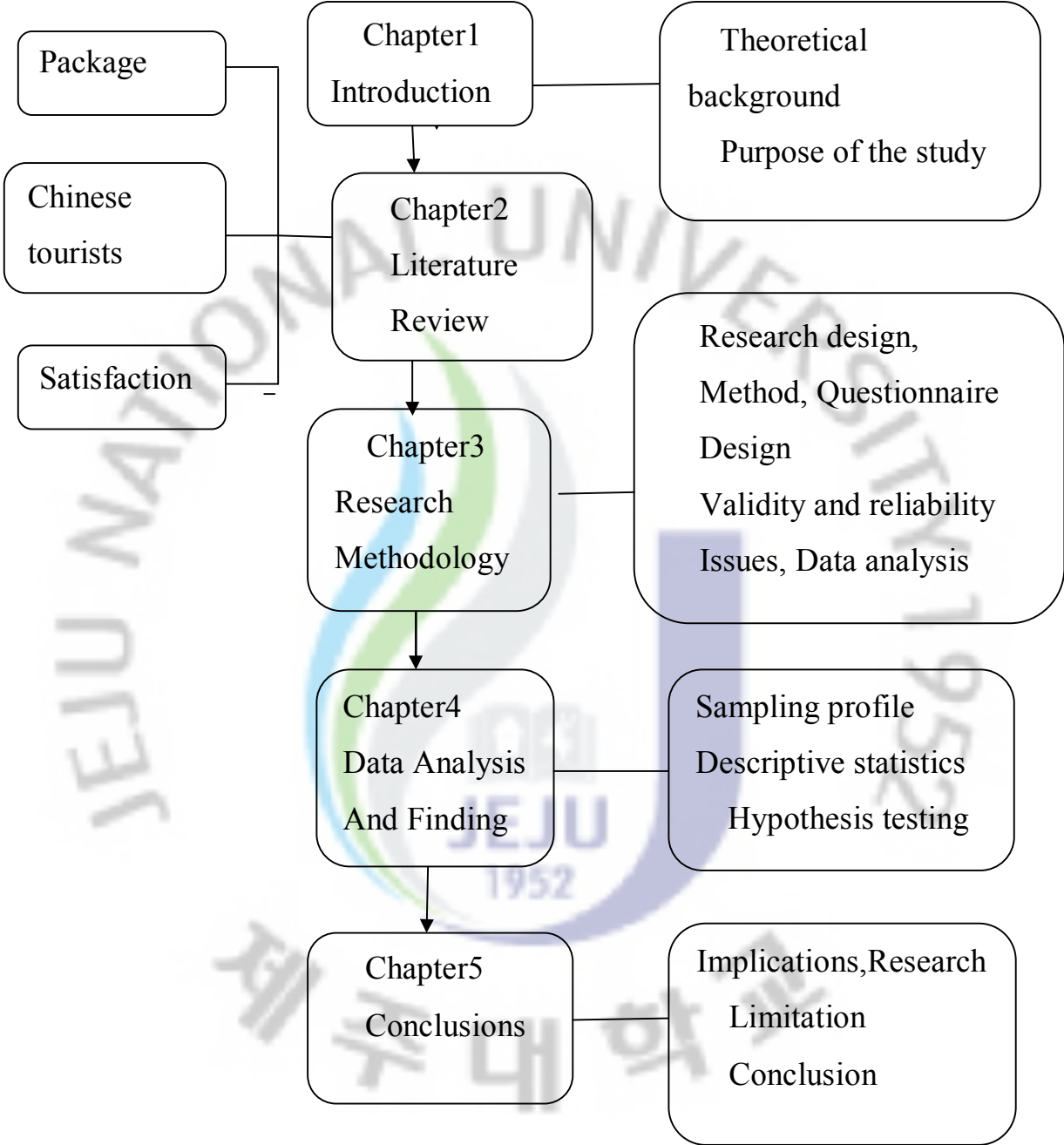
Chapter 2 provides a review of literature, which provides the theoretical models on which the hypotheses are developed .This literature review is organized into three sections: 1) Package tours 2) Chinese tourists 3) Satisfaction of tourists.

Chapter 3 describes a quantitative methodology wherein sampling, data collection, questionnaire design, item measure scale, pilot study, validity and reliability, data collection procedures and data analysis methods are all used.

Chapter4 analyzes data collected from the survey and test the hypotheses using SPSS. The results are based on research questions and hypotheses. This chapter presents the results and findings of this research.

Chapter5 presents a discussion of the results in comparison with the research result and the literature review and draws conclusions. Also in this chapter, theoretical and managerial limitations will be discussed, and suggestion for future work will be given.

Figure1. The structure of this dissertation consists



Source: from this study

CHAPTER 2

LITERATURE REVIEW

2.1 Package tours

2.1.1 Definition of package tours

Package tours-- The package tour is considered “the ultimate, mass marketed product” of the tourism and travel industry (Atherton1994, p. 193). Especially after the 1950s, the package tour became an important factor in the expansion of mass international tourist markets (Shaw and Williams 1994).

Package travel: At least two of the following services offered for sale at an inclusive price (1) transport (2) accommodation (3) guides (4) activities (5) food. (Abraham Pizam, Yoel Mansfeld, p200)

The tourist can use the package to “travel to far away countries with strange cultures, unreliable transportation, and doubtful standards of hygiene”(Enoch,1996,p.601). Besides, when buying the package, the tourist feels sure to receive everything promised, for example, in the catalogue that he or she read to prior to the tour(see also Han efor and Larsson, 1993; Dann, 1997). As early as the time of purchase of the holiday trip, the tourist may have a set of expectations about its nature and performance, and the anticipated benefits(Lewis,1994)

The World Tourism Organization (WTO) recommendation says tour type can be either package or non-package. The package refers to the purchase of a package of travel services including transport and accommodation. All other

types of trips are non-package (Cf.ale, 1995). According to the European Union the package stands for at least two of the following services that are sold or offered for sale at an inclusive price:(a) flight transport, which most of the time is chartered; (b) accommodation, eg: hotel or resort;(c)guides; (d)activities and (e) sometimes food(HMSO,1993). One has to remember, though, that a package tour also may mean transportation by bus, ship or train.

The package tour is considered “the ultimate, mass marketed product” of the tourism and travel industry (Atherton1994, p. 193). Especially after the 1950s, the package tour becomes an important factor in the expansion of mass international tourist markets (Shaw and Williams 1994).

Basically, there are two types of package tours: basic package tours (providing only accommodation and transport) and all-inclusive tours, which also provide all ground activities (such as transfers, meals, sightseeings, and entertainment) and are sold at an all-inclusive price (Mokand Armstrong 1995; Sheldon and Mak 1987). Psychologies of Group Tours were:

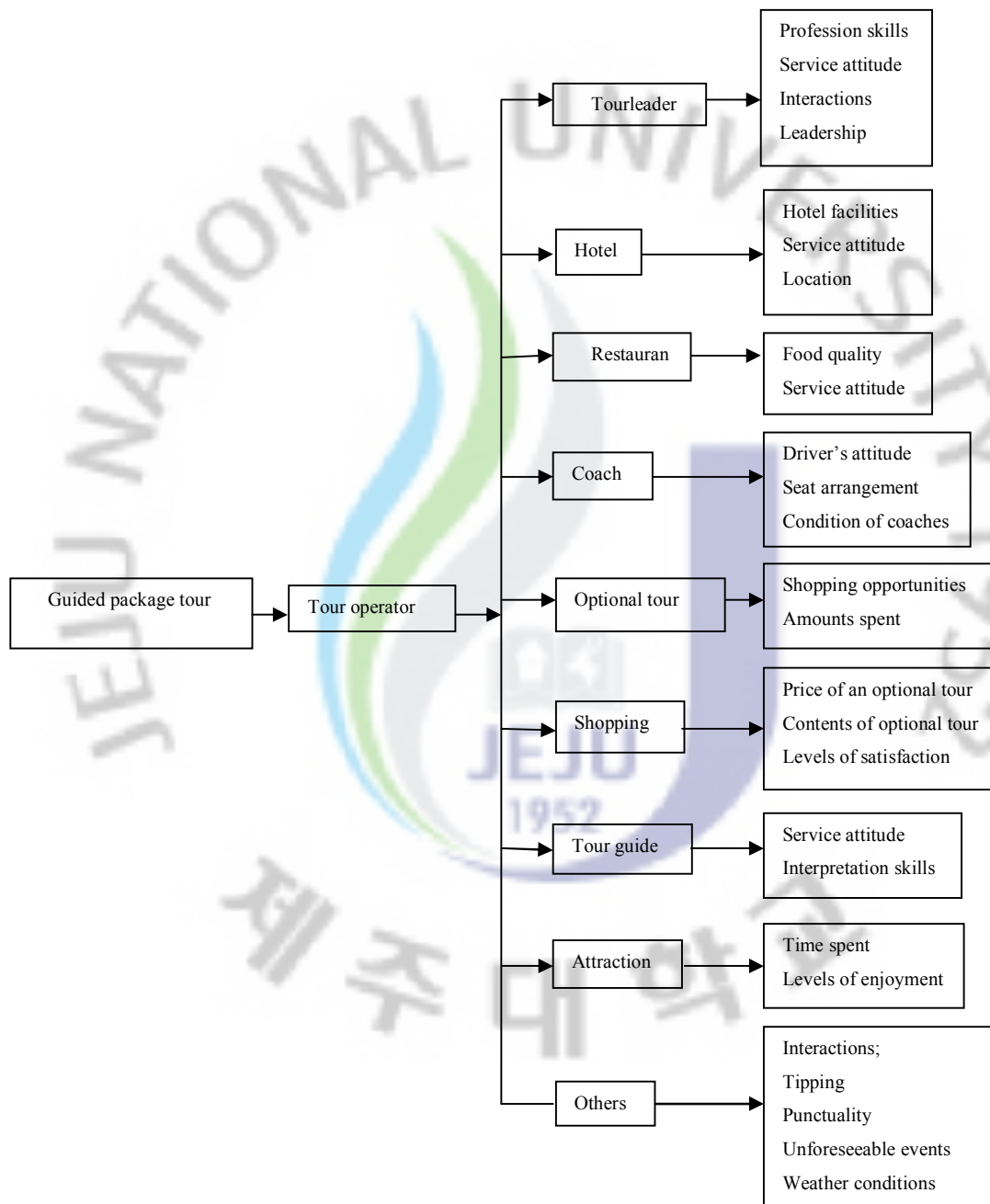
- Availability of Tours to Desirable Destinations
- Hassle-free Vacations
- Knowing the Cost up Front
- Psychological Security
- Flexibility
- Meeting People
- Enjoying Other’s Company
- Cost Savings

(Shi si Piao, 2001)

2.1.2 Elements of package tours

Elements are the basic components or activities of a tour.

Figure 2. The sectors and critical incidents of a guided package tour



Source: David Bowie Jui Chi Chang Received 2005

The package tours categories of elements include:

1. Transportation
2. Lodging
3. Dining
4. Sightseeing/Guide service
5. Attractions
6. Shopping (Pretice- Hall, 1992)

Transport is an essential element of tourism, and provides the vital link between the tourist generating areas and destinations. Moreover, transport provides the means of traveling around the destination. Transport self can also be the main reason for travel-for example with canal trips or steam rail travel. (Elsevier Ltd, 2006). Transportation can include any method of moving a group of people from one point to the next. The most popular method of transporting tour members is the motor coach. In today's world of the discrimination consumer, motor coaches are more frequently used, although school buses are occasionally used by youth and church groups.

Lodging refers to any establishment that provides shelter and overnight accommodations to guests. This definition includes guest houses, hostels, bed and breakfasts, country inns, motels, and roadside lodging as well as the lavish hotels of major cities. Because the average-size tour group requires 15 to 25 separate rooms, most guest houses, hotels, and smaller properties do not fall under the category of potential lodging for tour groups.

Dinning: The traveling public may consume three meals per day in dining facilities. Most tour planners include some meals in the price of a tour. But even tour operators who do not include meals in a tour must make certain that a destination has appropriate dining services available to the tour members. Various levels, styles, and types of dining services are needed to provide a full complement of dining on a tour.

Sightseeing/ Guide Service; Sightseeing is what a destination has to offer in terms of natural beauty and interest. Certain cities have cultural, historical, and educational sights. Cities may also have natural or man-made wonders.

Sightseeing was generally considered to be more interesting when combined with the services of a tour guide. Guide service enhances a tour through the assistance of a professional who is trained to facilitate a tour.

An attraction was generally considered to be entertainment that requires an admission ticket or advance reservation. In addition, an attraction visit usually requires at least a one-hour length of stay. Walsh-Heron and Stevens (1990) suggest that an attraction was a feature in an area that was a place, venue of focus of activity that:

1. Set out to attract visitors and was managed accordingly
2. Provides a fun and pleasurable experience and enjoyable way for customers to spend their leisure time
3. Be managed as an attraction, providing satisfaction to its customers.
4. Be developed to realize this potential
5. Provides an appropriate level of facilities and services to meet and catered to the demands, needs, and interest of its visitors
6. May or may not charge admission for entry

Leiper's (1990a) defined an attraction as a system consisting of three elements: a tourist or human element; a nucleus or central element; and a marker or informative element. A tourist attraction system came into existence when the three elements are connected.

Shopping is the act of purchasing goods. It could be an act of necessity or a utilitarian act, an act of pleasure, desire or even fun. It is defined by purchasing

goods and services. Shopping is an important element of commercial culture that influences the consumers' lives and stimulates sales. Travelers love to purchase souvenirs and presents for those left behind. Shopping is distinguished from the attractions category because there is almost never an admission charge for entrance to a shopping area, and while shopping may provide just as much entertainment as an attraction, the primary purpose of visiting an attraction is different from the primary purpose of visiting a shopping area. (Pretice-Hall, 1992) Shopping could bring relaxation, enjoyment, happiness and satisfaction in to daily life. When on vacation, tourists are relaxed, have the time to browse and have money to spend, so they allow themselves the luxury of indulgence and escape into a fantasy that was often missing in their ordinary lives. They can immerse themselves in romance, adventure and nature, culture, fun and entertainment, seduction and desires, beauty, success and the chic casual mode. (Elsevier Ltd, 2006)

Figure3. The Elements of Tour (Package tours)

Transportation	Sightseeing/Guide Service
Motorcoach	Natural sites/parks
Minicoach or van	Scenic highways and byways
School bus	Guided city and regional tours
Air (scheduled)	Monuments and historical areas
Air (charter)	Attractions
Train	Theme parks
Limousine	Scenic transportation (trains and ferries)
Cruise ship	Amusement parks
Lodging	Museums
Hotel	Historical attractions
Motel	Educational/cultural attractions
Motor inn	Shopping
Resort	Malls
Lodge	Specialty shops
Cruise ship	Duty-free shops
Dinning	Factory outlet shops
Limited service/quick service	
Buffet/smorgasbord restaurants	Table service restaurants
Specialty/theme restaurants	Cruise ships

Source: <Essentials of Tour Management> p8

2.1.3 Characteristics of Package tours

The package tour is a complex service product which is synthetic and involves the assembly of a multitude of components. The special characteristics of services seasonality, intangibility, personality inseparability, variability and simultaneous production and consumption apply to tourism. The package tour combines 'hard' tangible elements with a high proportion of 'soft' intangible service elements, and lead to a highly labor intensive product. The intangible nature of the package tour make the tour operator heavily dependent upon the company's image and word of mouth for generating repeat and recommended sales. Levitt stated that the most important thing to know about intangible products was that customers usually did not know what they were getting until they did not get it. (Monica Hanefors /Lena Larsson Mosberg , chapter9)

The package tour, package holiday, and package travel are all-inclusive tours, often with flight transportation, all with limited flexibility, and with the same purpose. For example, they have a number of common characteristic features such as being effective, safe, and less expensive, in comparison to buying a flight and a hotel stay separately, and individually (Enoch, 1996). This gives the tourist on a package tour the possibility to visit a large number of sites in a short period of time, needing neither time nor skill to arrange the tour personally, and to be able to take advantage of the tour organizer's lower prices, through their clever economic negotiations. (Monica Hanefors Lena Larsson Mosberg p186).

Package holidays are prevalent and play an important role in the tourism industry. In the United Kingdom, for example, nearly 50% of residents' overseas holiday visits were in the form of package holidays (National Statistics2005). Consumers valued package holidays because of their perceived lower price, lower risk, and higher convenience compared to items purchased

separately (Sheldon and Mak1987; Laws 1997; Middleton and Clarke 2001; Money and Crotts 2003). Package holidays were typically presented in advertisements online and offline with brief descriptions such as “Spain for £350” or “Portugal, 4 nights, four-star hotel for £350,” often with the destination name as the main caption. This particular presentation format did highlight the destination name as the main attribute differentiating the package offers.

2.2 Chinese tourists

2.2.1 Profiles of Chinese tourists

According to official figures, China had a population of 1.3 billion nearly in 2005 (Chinese Statistical Yearbook has the population for the end of 2004 at 1.29988 billion and the end of 2005 at 1.20756billion). The opportunity for Chinese to travel outside Main land China for leisure travel purposes is fairly recently. However, Chinese in the middle and top incomes are already starting to consider travel a ‘birthright’ (World Travel and Tourism Council (WTTC), 2006, p.15) and there have been an increasing number of Chinese taking out bound trips (China National Tourism Administration, 2006).

There is general agreement that the growth of China’s economy is leading to a rapid increase in international travel from a burgeoning middle class. The Chinese Government loosened the restrictions on the outbound tourism market in 1983 with the introduction of the Approved Destination Status (ADS) scheme. ADS is an administrative measure by means of which the Chinese Government permit sits residents to travel to selected countries for personal and leisure

purposes, usually on all-inclusive package tours. The number of ADS countries continues to expand for Chinese outbound tourists. (Beverley Sparks, Grace Wen Pan, *Tourism Management* 3, 2009)

China has been recognized as one of two major emerging outbound tourism markets in the world(WTTC, 2006) and in 2007, 41 million Chinese engaged in out bound travel (China National Tourism Administration, 2008). There has been a growing interest in researching outbound Chinese tourist. From destinations' point of view, China has become an important source market. In Asian countries such as Japan, Singapore, and the Philippines, the Greater China Region (Mainland China, Hong Kong, Macao, and Taiwan) has emerged as their leading source market (Japanese Tourism Marketing Co., 2009; Philippine Department of Tourism, 2009)

A recent study estimated that the current Chinese outbound travel market comprises approximately 22 million people who have traveled or plan to travel to destinations outside Mainland China, Hong Kong, and Macao. Among them, 11.5 million have traveled or plan to travel to destinations outside Asia (Li, Harrill, Uysal, Burnett,& Zhan, 2010). Although the current size of Chinese outbound travel is already quite impressive, from a percentage-of-total population standpoint, Chinese outbound tourism development remains in an early stage but with huge growth potential (Lim & Wang, 2008). Further, despite the current global economic slowdown, China's economy is by and large in good shape. Chinese outbound travel is hence expected to continue growing steadily (although at a lower rate) and “contribute to the stability of the world's tourism economy” (Dai, 2008).

2.2.2 Chinese package tourists

2.2.2.1 Transportation pattern of Chinese tourists

Hsieh et al. (1993) cited in Morrison (1989) stated that ‘since travel behavior is a special form of consumption behavior in terms intangibles and consumption on-site, the travel mode choice may be affected by additional factors such as travel characteristics’. Hess et al. (2007), Vance (2004), and Hsieh et al. (1993) had discovered that details liked party size, length of stay, travel purpose and links to the destination can clearly had a marked affect on transport mode decision making.

Yu and Weiler (2001) analyzed the behavior of Mainland Chinese pleasure travelers and found that Chinese pleasure travelers preferred package travel because of convenience and reasonable prices.

Chinese tourists were found to travel in significantly larger travel parties which is consistent with the work of Cai et al. (2000), Hsieh et al. (1993), Money and Crofts (2003) and Wen Pans and Laws (2002).

Because of the majority of both independent and tour Chinese tourists were unable to drive. This in turn limits the choices available to the Chinese as hiring a car is not a valid option and so makes them a more captive and attractive market for the other transport operators.(Hough Ahmed Hassanien ,2010)

- Prefer tour travel
- Travel in large numbers
- Are less- price concern
- Huge potential growth
- Majority cannot drive and so are more captive audiences
- Return visitors continue to prefer tour travel

Some study important of addressing the respondents English language capabilities and the country of residence when approaching the area of cultural effects. English language ability has been highlighted as a strong at times better variable in analyzing cultural effects than country of birth. The language element in cultural analysis may be underplayed in most research and may be responsible for a significant number of differences. March (1997) who suggested that respondent's ability to speak English could influence their transport choice decision.

2.2.2.2 Dining preference of Chinese tourists

Chinese tourists complain about Western food as being too sweet, unhealthy (few vegetables and fruits, high calories), with too many uncooked or cold dishes (including ice water), and too much fried food. Chinese food should be provided throughout the trip which seems rather ambiguous, meanwhile, "Chinese food should be provided" throughout the trip.

Chinese tourists suggest more food options be offered.

The price issue is brought up for Chinese tourists too, they expect the food to be reasonably priced and with authentic local flavor. (Xiang Li, Chengting Lai, Rich Harrill, Sheryl Kline, Liangyan Wang, 2010)

Chinese tourists perceive the intake of local food as a "peak touristic experience", yet, it did not math up to the criteria of a "proper meal" (Calder, 1977) in their dietary habits. As such, the participants "core eating behavior" had led to their preference on Chinese food during most of the trip.

Appetizing assurance is found to be a key factor supporting the preference of Chinese food. The other factors that instigate a preference for Chinese food is

“familiar flavor”. Specifically, the term does not merely denote familiar taste but also encompasses a broader connotation including “familiar food items” and “familiar cooking methods.”

Chinese tourists express enthusiasm in trying local food. The motivational factors identified include: explore local culture, authentic travel experience, learning/education opportunity, prestige and status, reference group influence, and subjective perception. As such, many participants perceive trying local food as an opportunity to encounter the various facets of the local culture.

Prestige and Status: Some of the participants indicate that they are motivated to engage in special and memorable local dining experiences so that they could share such experiences with their friends when they return home. Accordingly, tasting local food has become analogous to a “take-home memento”, serving as evidence of “having been to” the destination.

Bond (1986) stated that under the influence of collectivism, Chinese people place great importance on group harmony and interdependence. Dewald (2002) pointed out that the Chinese eating manner was different to the West in that dishes were ordered for everyone to share and not for particular individual. Hence, a final combination of menu items was the result of group consensus in order to assure everyone’s satisfaction. (Food preferences of Chinese tourists , Richard C. Y Chang , Jaksa Kivela Athena H.N.Mak)

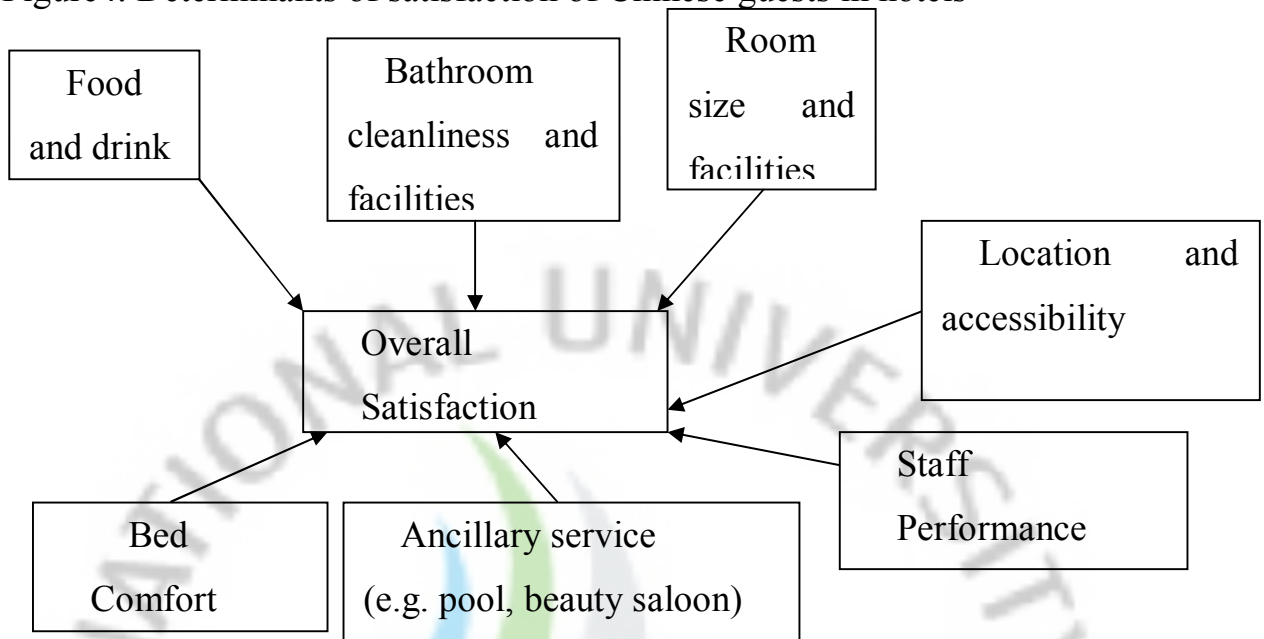
2.2.2.3 Lodging choice of Chinese tourists

The satisfaction is participants generally related to their past outbound travel experiences, which reflect Chinese expectations. Many people comment on inadequate facilities and equipment. A very common complaint concern lack of hot drinking water and Chinese tea. Because Chinese hotels traditionally provide a large set of “standard amenities” (e.g. toothpaste and toothbrushes, combs, shampoo and lotion, slippers, shoe mitts, even disposable razors and shaving cream), Chinese tourists (particularly those first-time outbound travelers) generally expect foreign hotels to do the same thing. This expectation, if unfulfilled, could create a bit frustration as some Chinese tourists do not pack such items when traveling, and they might not be able to communicate with the hotel requesting these items due to language barrier.

Similar to previous studies (Wong & K. Wong, 2004; Wong & Lau, 2001), cleanliness/hygiene and safety/security were two important selection criteria. Also, participants like to choose hotels in good locations, such as “close to tourist spots”, “urban surroundings”, although some respondents preferred quiet places. (HuiMin Gua, Chris Ryan, 2008) Chinese tourists seriously cared about service quality.

Finally, the price level and quality grade requirements are the other two problems that many of the respondents brought up. According to Yao (2006), Due to the impact of Confucianism in China, Chinese tourists consider frugality a social virtue. Most Chinese tourists are price/value-conscious. They think the hotel grading system in foreign countries differed from that in China. For some participants, “good value” is a critical requirement. (Xiang Li, Cheng ting Lai, Rich Harrill, Sheryl Kline, Liang yan Wang, 2010)

Figure4. Determinants of satisfaction of Chinese guests in hotels



Source: Huimin gua, Chris Ryan , 2008

2.2.2.4 Shopping behavior of Chinese tourists

As for shopping, Chinese tourists prefer purchasing electronics and famous or fashion brand-name items their extended network of friends, family, even acquaintances. Chinese tourists would mainly make their purchasing decisions based on their own thought.

In-store shopping experience, product attributes and sales services are weighted as the two most important factors influencing tourists' purchasing decision. In particular, price and suitable size are the two most significant factors about product attributes. (Tsan- Ming Choi , Shuk- Ching Liu, Ka-Man Pang, Pui -Sze Chow , 2008)

Chinese tourists' consumption habits must be understood. For instance, Chinese always haggle, which does not seem to be common in Western countries. The younger generation of Chinese tourists should be known better because of their new shopping manners and custom, Chinese are not only either poor or poorly mannered. Finally, some Chinese tourists expect more respect from their Western hosts and service providers, and there should be no racial discrimination against Chinese.

2.2.2.5 Entertainment choice of Chinese tourists

Most respondents show interest in local culture and customs such as participating in local events, festivals, and shows. They prefer to see things are not available in China. For instance, some are curious about red-light districts, sex museums, and other adult-entertainment venues, simply because those are prohibited in China. Chinese tourists would like to experience some local nightlife, but most people think that evening should be reserved for resting because daytime activities are exhausting.

Some Chinese tourists are interested in shopping. It is Chinese shopping habits: they should buy something if they travel abroad. And buy presents for friends and relations. And some people like to go shopping areas with local flavor instead of regular shops. They don't mind if purchases are made, the experience will be better. They don't want "forced" shopping. In addition, their activities of interest include extreme sports, horse-riding, fruit-picking, gambling, shows, and parties.

2.2.2.6 Attraction visiting of Chinese tourists

It seems that Chinese tourists are highly safety conscious, and they may not be willing to take risks in travelling to places perceived to be dangerous. Hence, safety assurance is recommended when marketing to Chinese tourists

Chinese tourists are regarded as at least moderately important.

Most Chinese tourists report taking a short holiday is consistent with the limited annual leave Chinese residents have depending on the nature of companies, hence shorter or week long holidays are preferred by most Chinese tourists. Most Chinese take holidays during the three so-called Golden Weeks public holiday periods.

There is a trend for younger Chinese to want more autonomy during their travel, possibly having flexible time to explore the destination rather than “hopping on and off a coach” with a packed and tightly organized itinerary. It seems evident that Chinese tourists travel behavior and life style are changing, and is particularly so for the younger generation. (Beverley Sparks, Grace wen Pan, 2009)

2.2.2.7 Guide evaluation of Chinese tourists

In the travel industry, according to Mancini (2001), a tour guide is a person who take people on sightseeing tours of limited duration. Holloway (1981), on the other hand, argued that the occupation of leading groups of tourists carries a number of titles. (Hanqin Q Zhang, Ivy Chow, 2004)

Chinese tourists emphasize the importance of professionalism. Some people expect the guide to be more passionate, humorous and smile all the time.

Chinese tourists don't like guides only give a brief introduction on the attractions seem to have finished his job after the brief introduction. And then sit back with a bad attitude, and charged by hours. Chinese tourists like Chinese-speaking tour guides, understanding local customs and history and be familiar with the city. People expect the guide should not cheat the tourists out of money. (Hanqin Q Zhang, Ivy Chow, 2004)

Finally, suggest that the tour guides should have tourists' interests at heart.

(Xiang Li, Cheng ting Lai, Rich Har rill, Sheryl Kline, Liang yan Wang, 2010)

2.2.3 Chinese characteristics of different regions

The history and culture of a regional has a huge impact The manchu and Mongolian etc nomads, they are living in the northeast and the north, they have a strong body and nearly barbarous character, skills, hospitality, impetuous, great-hearted is very strong, for my best Pal, these features handed down, formed modern northern one's character. Life in the south of Jiangsu area people because fertile land, the good crop weather, plenty of water, and had a quiet life, rich content with their little ShouTu, at ease in his life. Such historical origin on naturally made life attitude and personality is very comfortable.

Lu xun once said, "the northerners simple and honest, southern are smart. It brilliantly summarized the different nationality north-south character. In the minds of people, different districts gestate different personality. For example a mention of Jiangsu people, who are all known their life are leisurely and very carefully Shandong people, who'll be associated by both traditional and gracious, While Shanxi are guileless. Thus, the person's disposition has strong regional characteristics. Geographical features of a place have largely influence on

psychological quality and character traits. Chinese consumers show important regional differences in their buying habits. You may very well need different approaches in different regions.

Northern Chinese aren't quite as price sensitive as other Chinese. They are more likely to pay for convenience instead of shopping around to compare prices. Northerners prefer to eat noodles, meat, corn, etc. Jiangnan people like to eat light sweet foods, rice and fish. Jiangnan person's good temper and brain nimble and caused by this. Shandong's geographical position is special, west on the Yellow River, the east is coast Pacific, in China, It is on the transitional belt effected by the above two kinds of culture, they have dual personality traits: shrewd and gracious

Northeastern: Pay attention to great-hearted and friend, keep sincerity with each other. The northeastern have handout spirit the personality is bold and unconstrained. They are irritability, temper, and folkway. This is a long years of cultural heritage.

Chinese people in the central coastal areas tend to shop around a lot and try to play stores off one another for a better price. They usually go for the best deal. Culture of Guangdong is open. Because it is on the verge of ocean, communication with other countries and regions is very opportunity. So people of Guangdong easily inclusive foreign culture and accept new things fast. Guangdong people are naturally industrious, very smooth. They are very rich, but money comes efficient. They are fast and efficient. Politics influence is too small. They are brave in exploitation, innovation, they like different, too. They can catch the opportunity quickly usually take enthusiasm at the out part and the style of doing things. However, the Guangdong businessmen exquisite taboo, superstition is heavy. Guangdong businessmen because of its lower cultural qualities and lack of long-term goal, once economic wealth is easy to

become complacent, Ideological blank, spiritual emptiness make their belief in physiognomy, geomancy, and destiny.

Southern Chinese (particularly Guangdong province) are used to getting good products at low prices. They have had access to factory overruns at deep discounts for many years. Shanghai, for instance, is generally at more avant grade and Western-friendly than Beijing. But contrary to what you may think based on the two cities' reputations, young Shanghai Chinese tend to be closer to their parents. In spite of the shrewd, People in Shanghai are too smart so that they have vision, they caution, notice details. People in Shanghai are pride ones, they have clear purpose, thinking about economic interests principle only. Substantial philosophy entrenched. Finally, People in Shanghai obey to law strictly, contract a strong sense of discipline. (HanZheng shun, 2008)

Shanxi reflects the typical loess culture, because it is located in the inland away from the ocean, near the Yellow River and the loess plateau. The "loess culture" and the Chinese traditional ideology have large impacts on it, so, the Shanxi people are guileless. There are relatively conservative personality traits.

Beijing cultural representations, Political character is thicker. As the capital city, Beijing is the political and cultural center of our country. People in Beijing are good at "Kan". "Kan" is their leisure. "Kan" topic extremely extensive .Another big characteristic: situation.

People in Beijing are honest treatment, no hypocrisy, very practical, advocating and interpersonal relationship. They treat people without cheating, they are gentleman. They undecorated and pay attention to interpersonal, heavy customs, Beijing character is higher, cultural content is high too. They have also temperament, talk chic and broad scope, knowledge, and has certain brings profound artistic accomplishment, they pay attention to work and leisure, pay attention to the quality of life. Understand certain foreign language.

This study divides the regions by people's characteristics.

Figure5. Map of China



Source: The map of China ,www.Baidu.com

2.3 Tourists' satisfaction

2.3.1 Definition of tourists' satisfaction

Tourist satisfaction: The tourist's overall evaluation of the quality of the core service being provided, and the potential result of aroused travel. Satisfaction results when the tourists' expectations were met. It was linked to other factors of behavior such as motivations and the service encounter. (Gallarza, 2000) The overall service satisfaction with the tour operator, based on experiences from at least one tour, can be examined as well. Swan, Trawick and Carroll (1982) considered that satisfaction was an evaluative or cognitive opinion that analyzed whether the product represented a satisfactory or poor result. It was also an emotional response related to a certain transaction resulting from the comparison of the outcome of the product to some set standard prior to purchase (Halstead, Hartman, & Schmidt, 1994). Davis, Lockwood, and Stone (1998) believed that satisfaction was not a universal phenomenon and that people got different responses out of the same hospitality experience, as customers had different needs, objectives, and cultural backgrounds that usually affected their perceptions of satisfaction.

Within the package context, service satisfaction can be evaluated either at specific service encounters, or for a whole tour. Service encounter satisfaction can be defined as "The customer's dis/satisfaction with a discrete service encounter".(Bitner and Hubbert,1994,p76) It reflected the customer's feelings about discrete encounters with the personnel, and would result from the evaluation of the events and behaviors that occur during a definable period of time, in this case the tour in question. Although a wide range of studies have been written regarding the determinants of travel satisfaction, it seemed that a

standard model or framework was difficult to find because it involves too many variables. The so-called “expectancy disconfirmation model of satisfaction” has received much attention, and a large amount of subsequent research was conducted based on this fundamental theory. Oliver’s research work was significant among studies on customer satisfaction and has been applied to different contexts (Millain & Esteban, 2004).

Furthermore, Bowen and Clarke (2002) reviewed the literature and identify arrange of supposed components of tourist satisfaction that include expectation, performance, expectancy disconfirmation (intertwining of expectation, performance, and disconfirmation), attribution, emotion, and equity (a sense of fairness). They considered that each of the components might be suppressed or heightened depending on a particular tourism situation. Bowen (2002) suspected that all the components of satisfaction could be recognized within a tourism context. Prearranged holiday products are produced and consumed concurrently and were largely involved with human interaction among service contact employees and consumers.

Essentially, the antecedent of “performance” itself is important in tourism products, but consumers’ responses to the performance may be more crucial, as a holiday tour, for instance, provides the dreams and fantasies of travelers and no two travelers were precisely alike. Hence, this research adopted and modified the studies of Bowen (2001), Decrop (2001), Oliver and De Sarbo (1988), and Zeithaml and Bitner (2003) but concentrated on customers’ psychological and

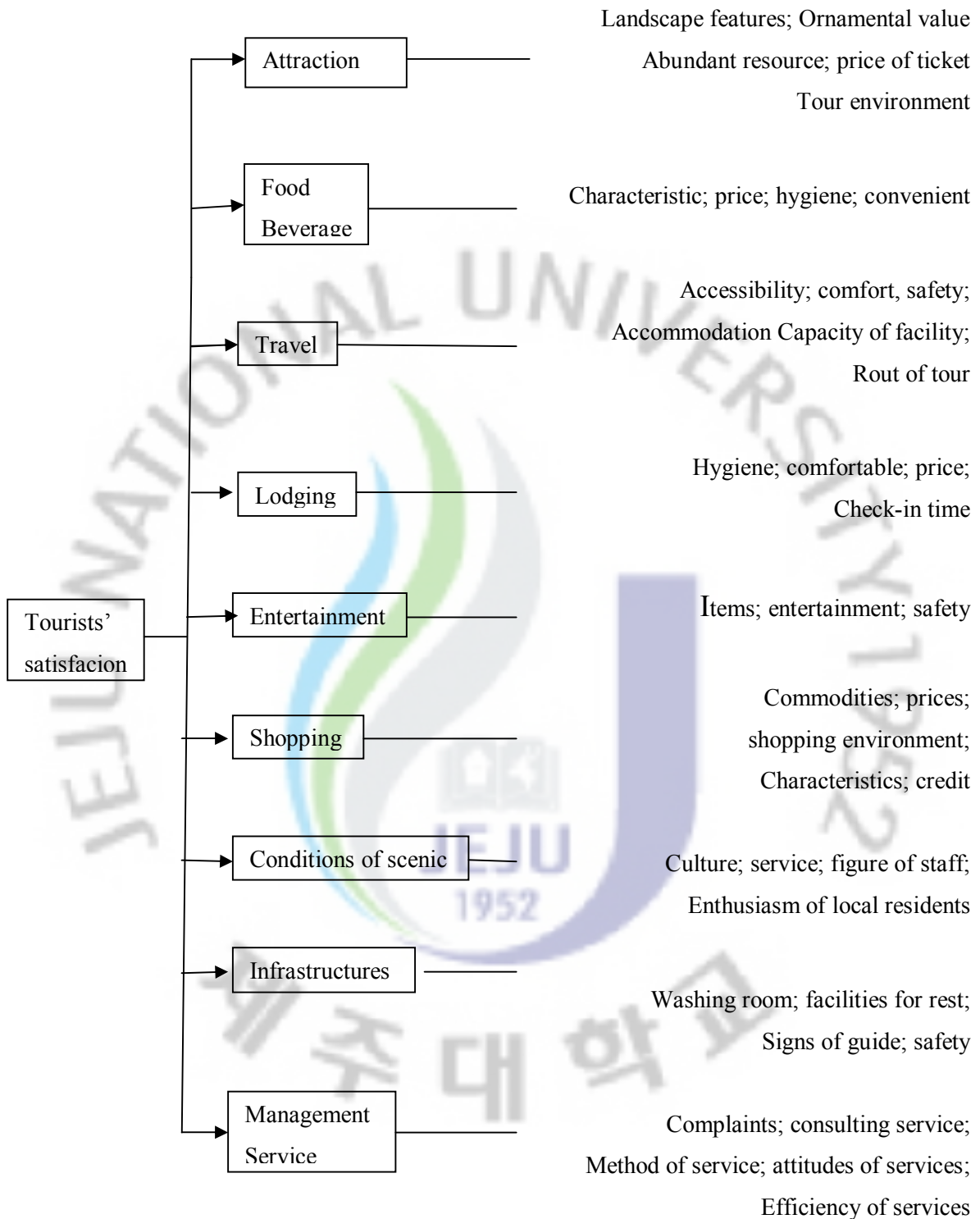
JuiChi Chang (2008) examined the causal relationships between consumption behavior and the consequences of tourists’ satisfaction in theoretical terms. Three process theories—emotion, equity, and attribution—have been proposed. It also examined their different degrees of satisfaction in line with these three

determinants. The judgment of these three determinants can be very individualistic and diverse because of their cultural background.

Therefore, the interfering variable—the cultural background—should not be ruled out, as it may directly or indirectly influence the tourists' different degrees of satisfaction. Little study has been done to examine the influence of culture on the determinants of satisfaction judgments. Interpersonal-relation disposition has a mediating effect in the relationship between customer oriented and customers' repurchasing behaviors. As such, the characteristics of the organization members appeared to be quite important in the quality of travel products and their customer-orient, and interpersonal-relation disposition as customers' characteristics affect their repurchasing behaviors. Therefore travel agencies should take a serious view of these aspects.

Numerous studies have focused on tourist satisfaction in tourism destinations. One study concentrated on customer satisfaction with the service performance of the tour operator, and other service suppliers, on a guided package tour. Customer expectation and satisfaction, past travel experiences (attitude and behavior) equity. Concepts of hedonism and enjoyment and product and service performances were discussed in the literature review and then evaluated in the findings. It was also revealed that the attribution of in equity was a crucial issue when considering customer satisfaction/dissatisfaction. (David Bowie* and Jui Chi Chang Received, 2005) Cultural traits accordingly led to different degrees of holiday satisfaction (Reisinger & Turner, 1999).

Figure6. Index system of tourists' satisfaction level structure



Source: Dong Guan zhi Yang Fengying -Tourism College of Jinan University

2.3.2 Chinese Tourists' Satisfaction

Chinese visitors in a pleasure trip included scenic beauty, safety, famous attractions, different cultures and services in hotels and restaurants among others. Yu and Weiler (2001) also reported that Chinese tourists' satisfaction level varied among gender, educational backgrounds and their travel party. Guo et al. (2007) indicated that mainland Chinese tourists generally prefer package tours involving multiple destination countries, which seems to deliver better value for money than single-destination package.

Kim and Prideaux (2005, p. 353) discovered that Australian tourists were more likely to be motivated by socialization while Chinese were least likely to be motivated by this dimension. This could again be related to China's more collectivist culture and their English language capabilities.

The motivational factor 'Seeking adventure and novelty' proved to be highly insignificant for the Chinese. This could relate to China's more risk-averse society which could account for this motivation's lack of appeal to this market. (Hough Ahmed Hassanien, 2010)

Yu and Weiler (2001) analyzed the behavior of Mainland Chinese pleasure travelers to find that Chinese pleasure travelers preferred package travel because of convenience and reasonable prices. Their findings suggested that the major benefits sought by Chinese visitors in a pleasure trip include scenic beauty, safety, famous attractions, different cultures, and services in hotels and restaurants among others. Yu and Weiler (2001) also reported that Chinese tourists' satisfaction level varied among gender, educational backgrounds, and their travel party. In a comprehensive review on the development and implications of Mainland Chinese outbound tourism, Guo et al. (2007) indicated that Mainland Chinese tourists generally prefer package tours involving

multiple destination countries, which seems to deliver better value for money than single-destination package.

The authors expressed concern over the lack of well-trained professional tour guides escorting Chinese tourists, which could substantially affect their outbound travel experiences.

Based on findings from a survey on Chinese outbound tourists' consumption behaviors (Project Team, 2003), the authors reported that most Chinese tourists were highly satisfied with destination accommodation, locals' attitudes toward Chinese visitors, and their overall travel experiences abroad. However, they were least impressed by the food served in their destinations.

Based on a survey of Mainland Chinese tourists to Canada conducted by the CTC, Huang (2008) summarized 55 expectations into 12 factors. His study proposed that there exist three expectation patterns among Mainland Chinese tourists to Canada, related to entertainment, variety seeking and health/low price.

Some researchers have explored the cultural and socioeconomic reasons behind Chinese tourists' behavior and preferences (Mok & DeFranco, 1999; Yau, 1988). For instance, Mok and DeFranco (1999) proposed a conceptual model of Chinese cultural values and suggested to understand Chinese tourists' behavior from several key Confucianism values such as respect for authority, interdependence, face, group orientation, harmony, and external attribution.

They also noted that the country's recent socioeconomic and political reforms have had profound impacts on Chinese people's value system and consumption patterns. (Xiang Li, Chengting Lai, Rich Harrill, Sheryl Kline, Liangyan Wang, 2010)

CHAPTER3

METHODOLOGY

3.1 Research design

3.1.1 Type of investigation

To develop a design for any research, it is necessary to first determine if a model and related methods are suitable for drawing results from the subject matter of the research. The objective of this study as stated is to investigate the relationship between Chinese package tourists' satisfaction and package tours. Moreover, a secondary purpose of the study is to investigate the differences of satisfaction according to regions of China.

This research can be classified as a descriptive study. A descriptive study is undertaken to explain the aspects of the variables of significance in a situation through an individuals or a certain group (Sekaran, 2003). A descriptive study in this context will help toward understanding the characteristics of Chinese package tourists to Jeju . This may also assists with managerial decisions, such as ways to increase a tourist's service quality perception, value perception, satisfaction.(Sekaran, 2003)

The main objective of this study is to determine if a cause-and-effect relationship exists between variables, and toward this end a hypotheses testing study will be conducted. A hypothesis testing study illustrates the nature of certain relationships, to better observe the difference among groups, or independence of variables. As there is already adequate literature available

regarding the variables, this type of investigation can apply a quantitative approach, to conduct the hypothesis testing research.

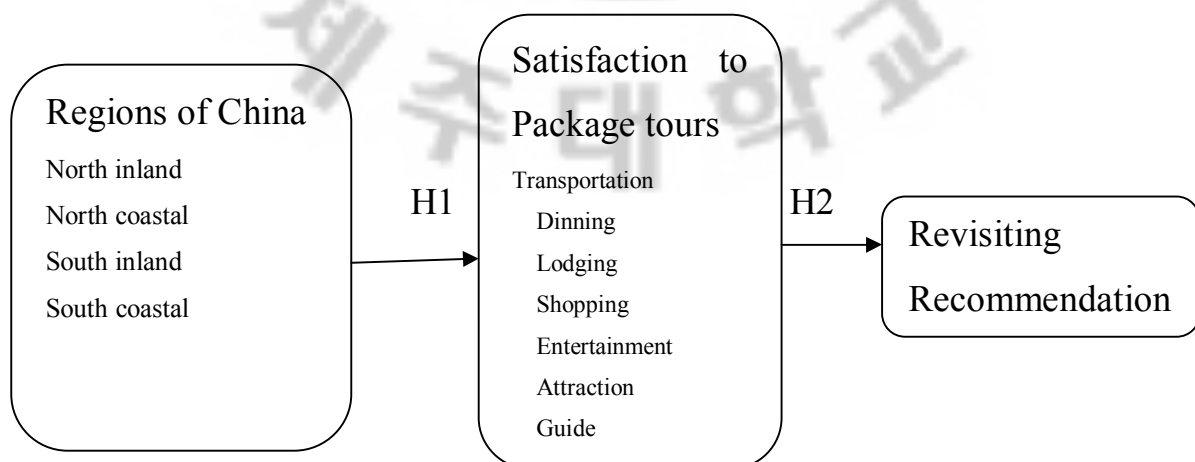
3.1.2 A conceptual model and hypotheses development

This dissertation studies a number of variables through analysis of the existing literature as part of the research model. These components contain the variables of package tours, Chinese tourists, satisfaction and region characteristics of Chinese. The main objective of this study therefore is to investigate the role and the effect of these variables.

This chapter tests a proposed model, which is intended to describe the interrelationships among the constructs of Chinese package tourists, satisfaction to Jeju and the region characteristics.

The following research model shows the hypothesized relationships among the independent and dependent variables. In this framework, two hypotheses are suggested.

Figure7. Research Construct



Hypotheses:

H1: A significant difference exists in satisfaction in regards to the regions of Chinese package tourists.

Under hypothesis one, there are seven small hypotheses. They are H1-1 to H1-7: In regards to regions, satisfaction of transportation, dining, shopping, entertainment, attraction and guide is different.

H2: Satisfaction of package tours impacts Chinese tourists' revisiting and recommendation.

Under hypothesis two, there are seven small hypotheses. They are H2-1 to H2-7: Satisfaction of transportation, lodging, shopping, entertainment, attraction, and guide impacts Chinese tourists' revisiting and recommendation.

Comprehensive study on preference of Chinese group package tourists to analyze the factors which influence the guest's choice on different attractions activities and services, based on the data gathered and sorted by SPSS17 and the satisfaction of guests. This research will analysis satisfaction from the respects of subjective and objective factors of tourists, on this bases, this research will propose that if the Chinese tourists' satisfaction about attractions, activities and services are closely connection to different region characters. Because of the territorial area of China is so large, characters of people are very different. This research will design scientific surveys. Then deliver the surveys to the Chinese group package tourists from different region of China to gain necessary states. With the help of these states I will do some statistical analysis.

3.2 Research method

3.2.1 Data collection method

This research can be classified as a descriptive study.

Primary data was collected. Combing with actual situation, taking Grand Hotel and Lotto Hotel as the main hotel research sites, Chinese tourism area as main attraction research sites, Center underground shopping street as activity and shopping research sites, and do the survey at Jeju international airport and duty free shop too. A total of 250 samples were collected from 20th September to 20th October 2010.

In this research, secondary data were collected from various sources such as academic journals, text books and research reports and to assists with describing the research problem and formulating hypotheses. Data collection methods are an essential part of research. Sekaran(2003) suggested that data sources can present reliable, unbiased results for analysis by the research. It can be separated into primary and secondary (kotler, 2000) grouping depending on their role in contributing to a research study. Secondary data were collected from existing sources this may include documentary data, survey-based data and information compiled from multiple sources encompassing ect. It is more easily and quickly. (Saunders et al, 2003).

3.2.2 Interview as the pilot study

A pilot study was confirm that there was no difficulty for subjects to understand the words, expressions and measure used, before the full-scale

application of the questionnaire, as well as to measure face validity (Sekaran,2003) . Questionnaires were distributed to Chinese tourists near Jeju duty-free shop, because there are many Chinese tourists every day. These tourists were asked to complete the questionnaire and to mention their overall comments along with any further recommendations about the questionnaire. Of 25 participants,21 participant's questionnaires were collected in person, with verbal feedback .Several tourists mentioned that the items “which province do you live?” can be seen by the finally item “which region do you live?” according to the picture bellowing. And the item “who do you come here with?” is different to choose, because “with lover” and “with family” are the same. Based on this feedback and comments, changes were made, deleting the options which are familiar. And found wrong words which were made by carelessness.

Given the difficulties of the interviews for Chinese tourists, two keys factors needed to be concerned. Firstly, Chinese tourists' willingness to answer the questions depends on the place that chosen to make the interview. Generally speaking, if they are busy on shopping or enjoying scenery or doing things, the answer is seldom “yes”. The airport international terminal is not a favorable site, because this study focused on the package tourists, they arrived at airport together, and were not early enough, just busy in checking their luggage.

Secondly, Chinese tourists are expected to truly express their perception and attitudes, however they may be full of suspect when a stranger comes across to talk to them, therefore if take some time to explain them the research purpose to put off their doubts and fears and relieve the tension, the conversation should be more comfortable and easier.

3.2.3 Sampling

The spatial limit is the Chinese group package tourists staying at Jeju Island, combining with actual situation, taking Grand Hotel and Lotto Hotel as the main hotel research sites, Chinese tourism area and Guan de Ting as main attraction research sites, Center underground shopping street as activity research site and this research do the survey at Jeju international airport too. Take Chinese group package tourists as research objects because of as the form of package tours the region characters should be collected easily, and at the present stage. It was found that there are significantly different satisfactions about Jeju Island of Chinese package tourists according to the region of China. There were significantly different satisfactions of Chinese package tourists between inland and coastal. There were significantly different satisfactions of Chinese package tourists from the region of southern and northern.

Research scope:A total of 250 samples were collected from 20th September to 20th October 2010.Four regions are divided: south inland, south coastal, north inland and north coastal. Take Chinese group package tourists as research objects to do the survey.

3.3 Questionnaire construction

Table1. Structure of Questionnaire

Projects	N	Remarks
Common questions	5	Five points analysis
Expectation degree to Jeju before coming	8	
Total satisfaction about projects in package tours	7	
Satisfaction about transportation	7	
Satisfaction about dining	7	
Satisfaction about lodging	4	
Satisfaction about shopping	17	
Satisfaction about entertainments	5	
Satisfaction about attractions	21	
Satisfaction about guide	6	
Satisfaction about price-value	2	
Satisfaction about total package tours	3	
Intension of revisit	2	
Personal information	8	
Total	102	

Source: this study

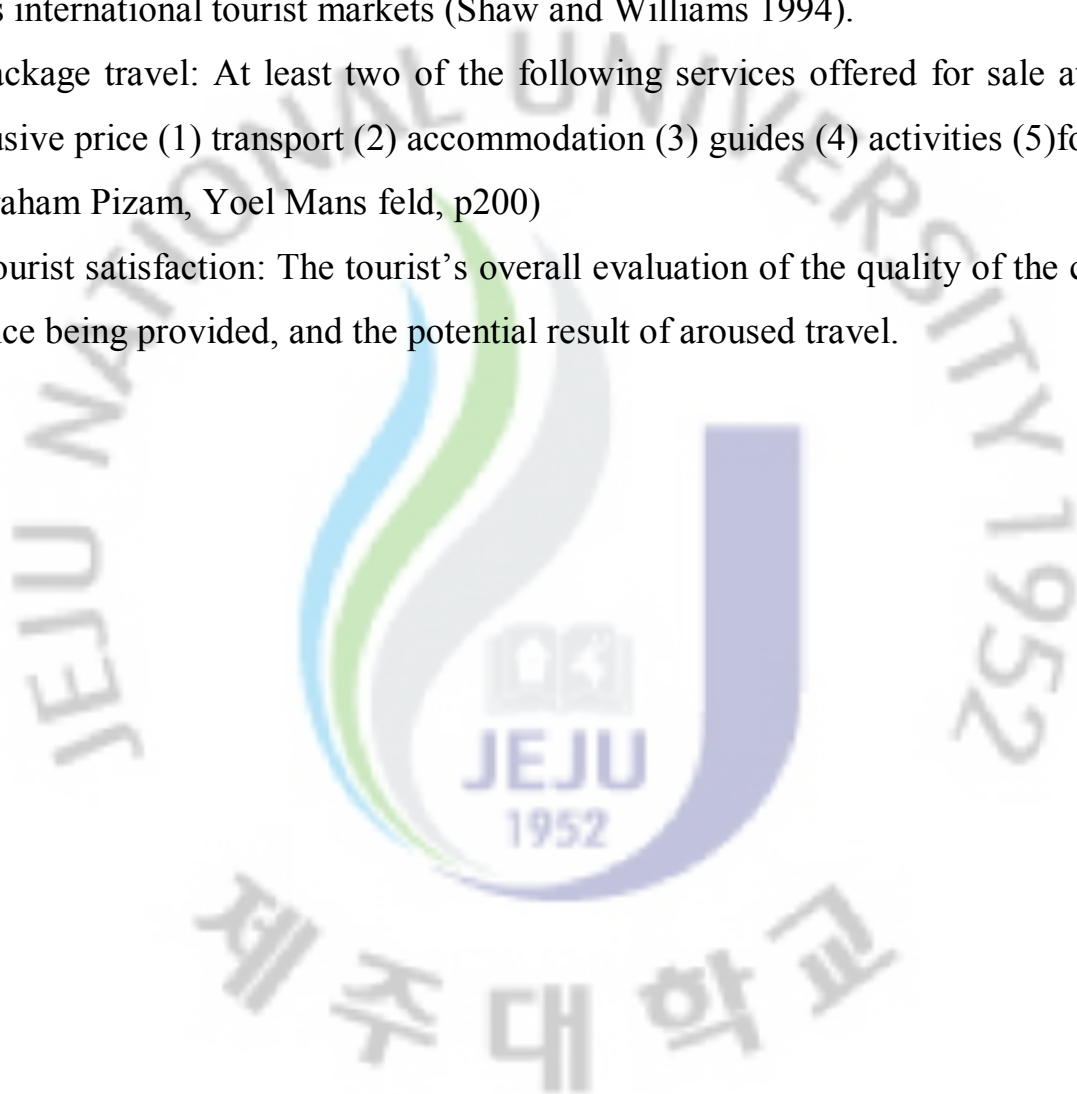
The questionnaire has 14 Projects as the figure 13. The numbers of question are 102. Firstly, there are 5 questions about common questions, 8 questions about expectation degree to Jeju, 8 questions about total satisfaction, 7 questions about satisfaction of transportation, 7 questions about satisfaction of dining, 4 questions of satisfaction about lodging, 17 questions of satisfaction about shopping, 5 questions of satisfaction about entertainment, 21 questions of satisfaction about attraction, 6 questions of satisfaction about guide. And the numbers of other three projects are 2, 3, 2. Finally, it is personality information. (Table 1)

3.4 Measurement of constructs

Package tours: The package tour is considered “the ultimate, mass marketed product” of the tourism and travel industry (Atherton1994, p. 193). Especially after the 1950s, the package tour became an important factor in the expansion of mass international tourist markets (Shaw and Williams 1994).

Package travel: At least two of the following services offered for sale at an inclusive price (1) transport (2) accommodation (3) guides (4) activities (5)food. (Abraham Pizam, Yoel Mansfeld, p200)

Tourist satisfaction: The tourist’s overall evaluation of the quality of the core service being provided, and the potential result of aroused travel.



CHAPTER 4

DATA ANALYSIS AND FINDING

4.1 Introduction

This chapter presented the analysis of the results and the main research findings of this study. The results were presented related to frequencies regarding demographic characteristics, descriptive testing. And the reliability and validity issues were test by reliability and validity test. Factor test was used to analyze varies. One-way ANOVN and regression statistics are used to test the hypothesis.

4.2 Chinese tourists

The demographic characteristics of the respondents were reviewed using frequency analysis. The profile distribution was shown in Table2. A total of 290 questionnaires were did, while 250 were collected.

Among Chinese respondents, there were 132 men and 118 women more than half of them got married. In terms of the occupation, staff accounted 32.5%. Chinese respondents were in high level income (3000-8000RMB) accounted 50%. According the data, Chinese tourists to Jeju were major in good education level, it is 67.2%. The region of north inland and south coastal, they were 22.8 % and 29.6%. In addition, the age of tourists were major between 15 and 59(>90%). The major purpose of tour was sightseeing (85.6%).

Table2. Demographic Characteristics of Chinese Tourists

Attribute	Distribution	frequency	Percentage
Gender	Male	132	52.8
	Female	118	47.2
Age	Under15	11	4.4
	15-24	26	10.4
	25-34	88	35.2
	35-44	56	22.4
	45-59	63	25.2
	60 and over	6	2.4
Education level	High school	52	20.8
	University	168	67.2
	Master degree and above	30	12
Income level	Less than 3000RMB	4	1.6
	3000-5000RMB	57	22.8
	5000-8000RMB	68	27.2
	8000-10000RMB	47	18.8
	10000-20000RMB	31	12.4
	Morethan20000RMB	43	17.2
Marital status	Unmarried	63	25.2
	Married without children	62	24.8
	Married with children	121	48.4
	Others	4	1.6
Occupation	Agriculture	2	0.8
	Staff	88	35.2
	Education related industry	19	7.6
	Public worker	43	17.2
	Private enterprise	45	18
	Student	23	9.2
	Others	30	12
Purpose	Sightseeings	214	85.6
	Academic research	9	3.6
	Business	13	5.2
	Others	14	5.6
Region	North inland	106	42.4
	North coastal	31	12.5
	South inland	39	15.6
	South coastal	74	29.5

Table3. How Chinese Tourists Get the Information about Jeju

Ways \ 		Frequency	Percent
	Travel agency	137	54.8
Friends or relatives	36	14.4	
Medias	50	20.0	
Books about tours	5	2.0	
Others	22	8.8	
Total	250	100.0	

Table3 reflects, Chinese tourists got the information about tours to Jeju was major by travel agency (54.8%), followed by the medias, which is 20.0%. The third one was friends or relatives. It is 14.4%.

Table4. T-test about satisfaction of package tours as regards to Gender

		N	Mean	Std. Deviation
Transportation	male	132	4.1136	1.00113
	female	118	4.1780	1.00112
Dinning	male	132	3.1894	1.10607
	female	118	3.3305	1.15511
Lodging	male	132	3.7652	1.07618
	female	118	3.7119	1.10246
Shopping	male	132	3.3258	1.00758
	female	118	3.6102	1.02143
Entertainment	male	132	2.9242	1.12989
	female	118	3.1949	1.11905
Attraction	male	132	3.7652	1.04742
	female	118	4.0339	.95122
Guide	male	132	3.8864	1.10272
	female	118	3.9661	1.01217

Table4 reflects male and female' satisfaction to transportation was similar. Male's satisfaction about lodging was higher than female. All female's satisfaction about shopping, entertainment, attraction and guide were higher than male.

Table5. T-test about satisfaction of package tours as regards to marital status

Package tours	Gender	N	Mean	Std. Deviation
Transportation	unmarried	63	4.3492	.91860
	married	187	4.0749	1.01852
Dinning	unmarried	63	3.3016	1.05700
	married	187	3.2406	1.15510
Lodging	unmarried	63	3.7937	1.01852
	married	187	3.7219	1.11089
Shopping	unmarried	63	3.5238	1.14803
	married	187	3.4385	.97838
Entertainment	unmarried	63	3.1746	1.15758
	married	187	3.0107	1.12158
Attraction	unmarried	63	3.8730	1.02378
	married	187	3.8984	1.00822
Guide	unmarried	63	3.9841	1.08497
	married	187	3.9037	1.05307

Table5 shows unmarried people's satisfaction to attraction was lower than married people. The others satisfaction to transportation, dinning, lodging, shopping, and guide, unmarried people were higher than married people.

4.3 Package tours

Reliability has been described as the consistency, stability and predictability of research results, as well as the degree to which measures were free error (Chisnall,1997; Kinnear and Taylor, 1996). As all constructs in the model included multi-scale items, methods were needed to confirm the reliability of measures as whole rather than single-item measures (Sdkaran,2003) The most common test of internal consistency reliability is Cronbach's alpha which is the average of all potential split-half coefficients stemming from different methods of splitting the scale items(Sekaran,2003). In this study, Cronbach's alpha statistics were used to gauge reliability for the observed variables. If a Cronbach's coefficient alpha for each set of questions is more than.7, the measure of reliability is considered reliable (Sekaran,2003). This gives an indication of the average correlation among all of the items that comprise the scale.

Table6. Reliability analysis of package tours

Concept	Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Standardized item α
Package tours	21.smooth of road	.362	.931	.934
	22.unobstruct of road	.450	.930	
	23.beauty of road	.489	.930	
	24.cleanness of road	.436	.930	
	25.cleanness of sign	.400	.931	
	26.skill of driver	.340	.931	
	27. service on the bus	.520	.930	
	28 .Service attitudes	.449	.930	
	29. Food hygiene	.494	.930	
	30 Dinning environment	.502	.930	
	31. Price	.469	.930	
	32 Food quality	.501	.930	
	33 Waiting time	.407	.930	
	34 Taste and characteristics	.499	.930	
	35. Comforts of room	.438	.930	
	36. Safety	.457	.930	
	37. Attitude of service	.485	.930	
	38 Price	.481	.930	
	39 Shopping environment	.493	.930	
	40. Diversity of goods	.294	.931	
	41. Characteristic of goods	.433	.930	
42. Price of goods	.502	.930		
43. Quality of goods	.507	.930		
44. Quality of service	.526	.929		
56. Sophistication of facilities	.444	.930		
57. Richness	.465	.930		
58. Characteristics	.426	.931		
59. Price value	.408	.931		
60. If have impressive entertainment	.368	.931		
61. Environments of attractions	.503	.930		

Table7. Reliability analysis of package tours (continue)

Concept	Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Standardized item α
Package tours	62. Hygiene of attractions	0.533	0.93	.934
	63. Capacity of attractions	0.607	0.929	
	64. Safety of the attractions	0.585	0.929	
	65. Information service quality	0.487	0.93	
	66. Clarity of signs in attraction	0.412	0.93	
	67. Infrastructures of attractions	0.498	0.93	
	68. Price of tickets	0.486	0.93	
	82. Statements and actions of guide	0.603	0.929	
	83. Awareness of guide	0.574	0.929	
	84. Capacity of commentary	0.526	0.93	
	85. Service attitude	0.601	0.929	
	86. Operational level	0.587	0.929	
	87. Capacity of dealing with emergency	0.502	0.93	

Cronbach's alpha is an index of reliability associated with the variation accounted for by the true score of the "underlying construct." Construct is the hypothetical variable that is being measured (Hatcher, 1994). In social science date, if α greater than 0.7 it have the high reliability, in this study, the reliability of package tours was .934. This explained the result of items have high reliability. The results were shown in Table6 and Table7.

Validity for determine the intact measure, and confirm there is identity or not. There are three types of validity: content validity, criterion validity, and construct validity. (Brown, J. D. 1996. Anastasi & Urbina,1997)

Content validity is a non-statistical type of validity that involves “the systematic examination of the test content to determine whether it covers a representative sample of the behavior domain to be measured. Criterion validity evidence involves the correlation between the test and a criterion variable taken as representative of the construct. In other words, it compares the test with other measures or outcomes (the criteria) already held to be valid. Construct validity seeks agreement between a theoretical concept and a specific measuring device or procedure. It is evaluate the validity of the questionnaire by factor analysis, and account for the difference degree.

Table8. Validity test of package tours

Factor	Variable	Factor loading	Communalities	Eigen-Value	% of Variance	Reliability Coefficient	Cumulative%
Entertainment	58. Characteristics	.919	.875	4.221	11.724	.926	11.724
	59. Price value	.915	.861				
	57. Richness	.875	.826				
	56. Sophistication of facilities	.849	.772				
	60. If have impressive entertainment	.807	.671				
Guide	84. Capacity of commentary	.828	.748	4.008	11.133	.902	22.857
	86. Operational level	.788	.758				
	83. Awareness of guide	.747	.673				
	85. Service attitude	.725	.684				
	87. Capacity of dealing with emergency	.716	.641				
	82. Statements and actions of guide	.697	.677				

Table9. Validity test of package tours (continue)

Factor	Variable	Factor loading	Communalities	Eigen-Value	% of Variance	Reliability Coefficient	Cumulative%
Attraction	62. Hygiene of attractions	.824	.743	3.856	10.71	0.862	33.567
	63. Capacity of attractions	.756	.704				
	64. Safety of the attractions	.736	.67				
	61. Environments of attractions	.731	.669				
	67.. Infrastructures of attractions	.647	.576				
	68. Price of tickets	.549	.415				
Dinning	32. Food quality	.776	.682	3.354	9.318	0.821	42.885
	31. Price	.718	.578				
	30. Dinning environment	.714	.635				
	34. Taste and characteristics	.613	.556				
	33. Waiting time	.586	.43				
	29. Food hygiene	.579	.557				
Shopping	41. Characteristic of goods	.797	.686	2.694	7.483	0.782	50.368
	42. Price of goods	.678	.575				
	40. Diversity of goods	.661	.503				
	43. Quality of goods	.659	.606				
	39. Shopping environment	.591	.559				
Transportation	25. clearness of sign	.802	.715	2.639	7.331	0.785	57.699
	24. cleanness of road	.754	.620				
	26. Skill of driver	.696	.552				
	27. Service on the bus	.652	.587				
Lodging	37. Attitude of service	.782	.714	2.602	7.228	0.783	64.927
	36. Safety	.778	7.26				
	38. Price	.639	.558				
	35. Comforts of room	.628	.562				
KMO=.881							
Chi-square=5146.981		df=630	sig=.000				

Table18 represents that the Cronbach's α of package tours were more than .7, which revealed there was an acceptable level of internal consistency across the items. KMO=.881, sig=.000. There were seven factors in package tours.

4.4 Satisfaction

Table10. Descriptive Statistics about the satisfaction that Chinese Tourists have towards Jeju

Descriptive Statistics	N	Mean	Std. Deviation
Transportation	250	4.1440	.99963
Dinning	250	3.2560	1.12941
Lodging	250	3.7400	1.08680
Shopping	250	3.4600	1.02205
Entertainment	250	3.0520	1.13067
Attraction	250	3.8920	1.01016
Guides	250	3.9240	1.05958

Table10 shows Chinese package tourists' satisfaction about Jeju was on high level, therefore, the differences were exist. The satisfaction to guide was highest, $m=3.924$ and the satisfaction to entertainment was lowest $m=3.052$.

Table11. Satisfaction about package tours of different regions

	North inland		North coastal		South inland		South coastal	
	mean	std. deviation	mean	std. deviation	mean	std. deviation	mean	std. deviation
Entertainment	3.037	1.178	3.161	1.003	3.307	1.217	2.891	1.054
Guide	4.037*	1.086	4.354	.877	4.256*	.818	3.405*	1.019
Attraction	3.868*	1.121	3.742*	1.063	4.333*	.772	3.757*	.8729
Dinning	3.349	1.195	2.935	1.181	3.487	1.254	3.135	.896
Shopping	3.386	1.118	3.452	.888	3.718	1.025	3.432	.9227
Transportation	4.377	.888	4.065	1.093	4.282	.825	3.770	1.092
Lodging	3.736	1.189	3.419*	1.205	4.282	.887	3.595*	.8746

*significant different

Table11 represents for north inland people, the lowest satisfaction was about entertainment (mean =3.0377), the highest satisfaction was about transportation the value of mean is 4.3774. For north coastal people, lowest satisfaction project was dinning (mean=2.9355), highest satisfaction project was guide, (mean=4.3548). For South inland people, lowest satisfaction project was entertainment (mean=3.3077), highest satisfaction project was attraction, (mean=4.3548). For South coastal people, lowest satisfaction project was entertainment, (mean=2.9355), highest satisfaction project was transportation, (mean=3.7703).

There was significant difference about guide among north inland, south inland and south coastal. There was significant difference about attraction among north inland, south coastal. There was significant difference about lodging between North coastal and south coastal.

Table12. One-way ANOVA test for the satisfaction to package

	As regard to age		As regard to job		As regards to education		As regards to income	
	F	P	F	P	F	P	F	P
Transportation	2.086	.068	1.331	.244	.505	.604	1.237	.293
Dinning	.071	.996	.828	.550	1.084	.340	.117	.989
Lodging	1.094	.364	.701	.649	.140	.870	1.521	.184
Shopping	.416	.837	.699	.651	.012	.988	1.425	.216
Entertainment	.791	.557	2.242	.040	.047	.954	.533	.751
Attraction	.799	.551	1.385	.221	1.182	.308	.620	.685
Guide	1.470	.200	1.800	.100	.370	.691	3.540	.004

Table12 showed a significant difference doesn't exist in satisfaction in regards to age and education of Chinese package tourists ($P>.05$). Satisfactions to attraction among jobs were difference ($P=.040$). Satisfactions to guide among incomes were difference ($P=.004$).

4.5 Hypotheses testing

Table13. One-way ANOVA test of satisfaction to package tours as regards to regions

	Mean Square	F	P
entertainment	.152	.150	.929
guide	7.299	7.907	.000***
attraction	8.497	9.352	.000***
dinning	.896	.895	.444
shopping	1.903	1.925	.126
transportation	2.686	2.743	.044*
lodging	3.602	3.720	.012*

*** p<.001 ** p<.05 * p<.01

According to table7, satisfaction to transportation (P=.001), dinning (P=.042), lodging (P=.003), entertainment (P=.022) and guide (P=.000) were difference as regards to regions. There were not different of satisfaction to entertainment dinning and transportation as regards to regions. Hypothesis one: A significant difference exists in satisfaction in regards to the regions of Chinese package tourists was supported partly.

Table14. Correlation coefficient of factors of package tours

	Entertainment	guide	Attraction	Dinning	Shopping	Transportation	Lodging
Entertainment	1	.012	.003	.034	.010	.007	.006
Guide	.012	1	.038	.013	.038	.020	.054
Attraction	.003	.038	1	.000	.022	.020	.035
Dinning	.034	.013	.000	1	.028	.021	.051
Shopping	.010	.038	.022	.028	1	.053	.001
Transportation	.007	.020	.020	.021	.053	1	.030
Lodging	.006	.054	.035	.051	.001	.030	1

Table14 showed correlation coefficients among factors of package tours were less than .06. It means it was possible to analyze factors by regression test.

Table15. Regression model of hypothesis 2: Satisfaction about package tours effects revisiting

	Unstandardized Coefficients		Standardized Coefficients	t	p	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
entertainment	.150	.071	.127	2.129	.034*	.127	.136	.127
guide	.160	.071	.135	2.273	.024*	.135	.145	.135
attraction	.095	.071	.080	1.347	.179	.080	.086	.080
dinning	.304	.071	.257	4.313	.000***	.257	.267	.257
shopping	.190	.071	.160	2.692	.008**	.160	.170	.160
transportation	.038	.071	.032	.537	.592	.032	.034	.032
lodging	.095	.071	.080	1.340	.181	.080	.086	.080

*** p<.001 ** p<.01 * p<.05

Table15 reflected satisfaction of dinning had biggest affection to revisiting (p=.000). Satisfaction of shopping had bigger affection to revisiting (p=.008). Satisfactions of entertainment and guide had affection to revisiting, too. But satisfactions of attraction and transportation had no affection to revisiting (p>.05).

Table 16. Regression model of hypothesis 2: Satisfaction about package tours effects recommendation

	Unstandardized Coefficients		Standardized Coefficients	t	p.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
entertainment	.072	.064	.066	1.123	.263	.066	.072	.066
guide	.140	.064	.129	2.190	.029*	.129	.139	.129
attraction	.154	.064	.142	2.419	.016*	.142	.154	.142
dinning	.251	.064	.231	3.938	.000***	.231	.245	.231
shopping	.176	.064	.162	2.759	.006**	.162	.175	.162
transportation	.012	.064	.011	.189	.851	.011	.012	.011
lodging	.226	.064	.208	3.534	.000***	.208	.222	.208

*** p<.001 ** p<.01 * p<.05

Table 16 showed satisfaction of dinning and lodging had biggest affection to recommendation (p=.000). Satisfaction of shopping had bigger affection to recommendation (p=.006). Satisfaction of guide and attraction had affection to recommendation p=.029 p=.016. Satisfactions of entertainment and transportation had no affection to recommendation (p>.05).

Hypothesis 2 was supported partly.

4.6 Conclusion

This chapter had presented the results of the hypothesis analysis, including three parts: frequencies test, descriptive test, hypothesis analysis. Summary results of hypothesis' test were provided in Table 17

Table17.Hypothesistests results summary --Hypothesis 1

Hypothesis	Results	F	p
H1 A significant difference exists in satisfaction in regards to the regions of Chinese package tourists			
H1-1 Transportation	Unaccepted	1.100	.273
H1-2 Dinning	Accepted	2.443	.015
H1-3 Lodging	Accepted	2.604	.010
H1-4 Shopping	Accepted	2.048	.042
H1-5 Entertainment	Unaccepted	0.869	.386
H1-6 Attraction	Unaccepted	0.736	.462
H1-7 Guide	Accepted	3.802	.000

Table 18. Hypothesis tests results summary --Hypothesis 2

H2: Satisfaction of package tours impacts Chinese tourists' revisiting and recommendation

Revisiting			Recommendation		
	Results	P		Results	P
Transportation	Unaccepted	.592	Transportation	Unaccepted	.851
Dinning	Accepted	.000	Dinning	Accepted	.000
Lodging	Unaccepted	.181	Lodging	Accepted	.000
Shopping	Accepted	.008	Shopping	Accepted	.006
Entertainment	Accepted	.034	Entertainment	Unaccepted	.263
Attraction	Unaccepted	.179	Attraction	Accepted	.016
Guide	Accepted	.024	.Guide	Accepted	.029

In conclusion, the following key findings emerged:

A significant difference existed in satisfaction in regards to regions of Chinese package tourists.

Package tours impacted Chinese tourists' revisiting and recommendation.

CHAPTER 5

DISSCUSION AND CONCLUSION

5.1 Key findings

Hsu et al, 2006; Sparks, 2007, Bagozzi et al. (2001) found Chinese behavioral intention influencing more by social norms and less by attitudes. The collectivist nature of the Chinese culture might also explain the strength of social influences in stated behavioral intentions. The purpose of the study was to investigate differences existing in satisfaction to Jeju of Chinese package tourists' from different regions. China is a large country and people live in different regions with different characteristics the package tourists usually are from the same region. Results showed that Chinese package tourists from different regions demonstrated significant difference with regarding to dimension of satisfaction to Jeju. The satisfaction of package tours affected on revisiting and recommendation.

Secondly, 85.6% of Chinese respondents went to Jeju for sightseeing, following by business (5.2%). The way they got the information about Jeju was major from tour agency .It was 54.8% followed by medias (20%). Some people got information from friends or relations, which was 14.4%.

Thirdly, 29.6% of Chinese respondents were from south coastal, 22.8% were from North inland, 19.6% were from Northeast, following by North coastal (15.6%). The percentage of south inland people was the smallest (12.4%).

Fourth, the total satisfaction to Jeju was high, although the differences existed. The satisfaction on guide was the highest $m > 4$, and had low satisfaction to dinning, because some people thought the taste was not very variable, although

there were special Korean characteristics. They also reflected that there were some problems in the term of lodging. Hotels in Korean don't supply small washing gargles, which are supplied in China. So they didn't bring any washing gargles when visited Jeju, which made a big trouble for them sometimes. It influenced satisfaction level very much. There were not many entertainments opportunities in Jeju, although the sightseeing was beautiful. Chinese people regarded the price-value very much, if the price was not very high, most of them would like to enjoy the culture activities, especially to try things they hadn't seen before. When they went shopping, they liked duty-free shop and local shops.

Fifth, it was the foreign language. Because the package tours usually had a guide who can speak Chinese well, Chinese tourists had high evaluation onto Chinese speaking tour guides. They also reflected that there were not many English speaking Korean as they imaged before arriving Jeju. And English signs weren't enough either. It was not convenient without guides and they wanted to take action by themselves.

5.2 Implications for tourism research

Market segmentation is very important. It is defined as the process of dividing a market into distinct subsets of consumers with common needs or characteristics and selecting one or more segment to target with a distinct market mix. (Leon G. Schiffman, 2007). There were many articles about market segments. This study focused on a country-China as market. Hypothesis was supported which means Chinese region should be paid more attentions to increase tourist to Jeju.

And in this article, Chinese tourists' preferences had been collected, including styles of thoughts, ways of doing things, even habits and national characteristics, especially adding characteristics of different regions. This will be helpful for further researches about Chinese customers.

5.3 Managerial implications

According to the survey of Chinese package tourists to Jeju Island, we could find that satisfaction was on the high level but there still were problems. From this article we found segments which had large effects upon satisfaction. In order to increase the satisfaction, tours managers must improve tours goods, especially package tours according to the segments of transportation, dining, lodging, shopping, entertainment, attraction, and guide.

In conclusion segments of this study, there were many specific questions which Chinese tourists frequently raised, especially about hotels, restaurants and shops.

5.4 Limitations and future research

This study has two major limitations.

The first one is related to the methodology of this research. The study mainly focused on the survey that just can investigate some parts of people's perceptions, if the time and money are sufficient, the research would have done more in-depth or open-ended interviews to more fully understand Chinese tourists' perceptions.

The second one is on package tourists and satisfactions between each other, which had been discussed for years in the academic field. It is a complex subject about mass tourism, and not easy to be discussed.



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APPENDICES

Appendix1: Survey Instrument Use (English)

Questionnaire on satisfaction of tourists about Jeju

Common questions

1	How many times did you come to Jeju?	1. First 2. Second 3. Third 4. Forth 5. More than five times
2	How long time did you stay here?	1. One day 2. Two days and one nights 3. Three days/ two nights 4. More than four days
3	What is the purpose of tours?	1. Travel 2. Academic research 3. Business 4. Recuperation 5. Others (eg. Casino ect)
4	How did you know the information about the tours?	1. Travel agency 2. Relation 3. Medium (TV, Newspaper ect.) 4. Book about tours 5. Others
5	Who do you come with?	1. Family 2. Other relationships 3. Friends/Companies 4. Others

Questions about satisfaction to Jeju Island (1-5 is low to high)

1. The expectation to Jeju before you arriving

1	Total expectation	1	2	3	4	5		
2	Aspects with expectation	1. Traffic	2. Repast	3. Lodging	4. Shopping	5. Entertainment	6. Attraction	7. Guide

2. The satisfaction about different tours projects during tours

1	Traffic	1	2	3	4	5
2	Repast	1	2	3	4	5
3	Lodging	1	2	3	4	5
4	Shopping	1	2	3	4	5
5	Entertainment	1	2	3	4	5
6	Attraction	1	2	3	4	5
7	Guide	1	2	3	4	5

3. The satisfaction to transportation

1	Satisfaction about smooth of road	1	2	3	4	5
2	Satisfaction about unobstructed condition of road	1	2	3	4	5
3	Satisfaction about beauty of road	1	2	3	4	5
4	Satisfaction about clearness of signs	1	2	3	4	5
5	Satisfaction about recognizing signs on the road	1	2	3	4	5
6	Satisfaction about skill of drivers	1	2	3	4	5
7	Satisfaction about service on the bus	1	2	3	4	5

4. Satisfaction to dinning

1	Service attitudes	1	2	3	4	5
2	Food hygiene	1	2	3	4	5
3	Dinning environment	1	2	3	4	5
4	Price	1	2	3	4	5
5	Food quality	1	2	3	4	5
6	Waiting time	1	2	3	4	5
7	Taste and characteristics	1	2	3	4	5

5. Satisfaction to lodging

1	Comforts of room	1	2	3	4	5
2	Safety	1	2	3	4	5
3	Attitude of service	1	2	3	4	5
4	Price	1	2	3	4	5

6. Satisfaction to shopping

1	Shopping environment	1	2	3	4	5
2	Diversity of goods	1	2	3	4	5
3	Characteristic of goods	1	2	3	4	5
4	Price of goods	1	2	3	4	5
5	Quality of goods	1	2	3	4	5
6	Quality of service	1	2	3	4	5
7	What kinds of goods did you buy?	1.Clothes 2.Cosmetics 3.Souvenirs 4.Local products 5. Food				
8	What kinds of goods do you have high satisfaction?	1.Clothes 2.Cosmes-tics 3.Souvenirs 4.Local products 5. Food				
9	Where do you have high satisfaction?	1.Duty free shop 2.Common shop 3.Specialityshop 4.Shopp-ing street 5.Supermarket				

7. Satisfaction to entertainment

1	Sophistication of facilities	1	2	3	4	5
2	Richness	1	2	3	4	5
3	Characteristics	1	2	3	4	5
4	Price value	1	2	3	4	5
5	If have impressive entertainment?	0. Yes		1. No		

8. Satisfaction to attractions

1	Environments of attractions	1	2	3	4	5
2	Hygiene of attractions	1	2	3	4	5
3	Capacity of attractions	1	2	3	4	5
4	Safety of the attractions	1	2	3	4	5
5	Information service quality	1	2	3	4	5
6	Clarity of signs in attraction	1	2	3	4	5
7	Infrastructures of attractions	1	2	3	4	5
8	Price of tickets	1	2	3	4	5
9	Where did you go?	1.龙头岩 2.成山日出峰 3.天地渊瀑布 4.城邑民俗村 5.柱状节理带 6.将军石 7.木石苑 8.世界杯足球场 9.济州自然博物馆 10.涉地高地 11.翰林公园 12.海水浴场				
10	What is the highest satisfaction attractions?	1.龙头岩 2.成山日出峰 3.天地渊瀑布 4.城邑民俗村 5.柱状节理带 6.将军石 7.木石苑 8.世界杯足球场 9.济州自然博物馆 10.涉地高地 11.翰林公园 12.海水浴场				

9. Satisfaction about guides service quality

1	Statements and actions of guide	1	2	3	4	5
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2	Awareness of guide	1	2	3	4	5
3	Capacity of commentary	1	2	3	4	5
4	Service attitude	1	2	3	4	5
5	Operational level	1	2	3	4	5
6	Capacity of dealing with emergency	1	2	3	4	5

1 0. Satisfaction about value-price of tours

1	Price rationality of tours	1	2	3	4	5
2	Value-price tours	1	2	3	4	5

11. Total satisfaction to tours

1	Satisfaction of tours to Jeju	1	2	3	4	5
2	Feeling of comparing satisfaction to demand	1	2	3	4	5
3	Feeling of comparing satisfaction to expectation	1	2	3	4	5

1 2. Revisiting

1	Possibility of revisiting	1	2	3	4	5
2	Possibility of recommending	1	2	3	4	5

Personality

1	Sex	1. Male	2. Female
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2	Age	1. Less than 15 2. 15-24 3. 25-34 4. 35-44 5. 45-59 6. More than 60			
3	Marital status	1. Single 2. Married without children 3. Married with children 4. Others			
4	Occupation	1. Agriculture 2. Staff 3. Education industry 4. Government department 5. Private company 6. Student 7. Others			
5	Education	1. Elementary school 2. Middle school 3. University 4. Master and more			
6	Income	1. Less than 1000 2. 1000-2000 3. 3000-5000 4. 5000-8000 5. 8000-10000 6. 10000-20000 7. More than 20000 (RMB)			
Where is your residence?					
Type of residence		1 . Country	2 . Town/ Small city	3 . Large city	
Region of residence		1. North inland	2. South inland	3. North coastal	4. South coastal

Appendis2: Survey Instrument Use (Chinese)

调查问卷

亲爱的先生女士们：

您好！

我是韩国济州道济州大学观光经营大学院的学生。

欢迎来到济州岛，为了给您提供更加满意的旅游服务，我们想要了解您在此次济州旅游的感受，诚挚的希望您能协助我们进行此次调查，所得结果用于学术研究。

此次调查严格遵守相关的法律法规，如果涉及到您个人信息，我们将绝您保密。

谢谢

2010年10月

调查员：济州大学大学院 观光经营系

研究生 董丽丽

指导教师：济州大学大学院 观光经营系

教授 朴时四

以下是对您这次旅行的一般性问题调查

1	您是第几次来济州岛？	1.第一次
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		<ul style="list-style-type: none"> 2.第二次 3.第三次 4.第四次 5.五次以上
2	这次旅行逗留的时间是?	<ul style="list-style-type: none"> 1.当天往返 2.两天一夜 3.三天两夜 4.多于4天
3	您这次旅行的目的是?	<ul style="list-style-type: none"> 1.旅游观光 2.学术研究 3.商务/公干 4.休养/保养 5.其他(如赌场等)
4	获得旅行信息的渠道是?	<ul style="list-style-type: none"> 1.旅行社 2.亲戚/朋友 3.各种媒体(电视, 报纸, 收音机, 杂志) 4.和旅行相关的书 5.其他
5	这次旅行你和谁一起?	<ul style="list-style-type: none"> 1.家人 2.其他亲属 3.朋友/同事 4.其他

以下是对您此次济州道旅行项目的满意度调查 (1-5 : 不满意到满意)

1.来济州岛前,对济州岛旅游的期望值情况调查

1	整体期望值	1	2	3	4	5
2	有期望的方面	1 交通 2 餐饮 3 住宿 4 购物 5 娱乐 6 景点 7 导游				

2. 旅游过程中：对不同旅游项目的满意度评价调查

1	交通	1	2	3	4	5
2	餐饮	1	2	3	4	5
3	住宿	1	2	3	4	5
4	购物	1	2	3	4	5
5	娱乐	1	2	3	4	5
6	景点	1	2	3	4	5
7	导游	1	2	3	4	5

3. 对您参加旅行团到济州岛，所了解的交通情况的满意度评价调查

1	道路平整情况	1	2	3	4	5
2	道路通畅情况	1	2	3	4	5
3	道路整洁美观情况	1	2	3	4	5
4	道路标识精确度	1	2	3	4	5
5	道路标识辨认容易度	1	2	3	4	5
6	司机的驾驶水平	1	2	3	4	5
7	观光巴士服务人员态度	1	2	3	4	5

4. 对餐饮情况的满意度评价调查

1	服务者的服务态度	1	2	3	4	5
2	食品卫生	1	2	3	4	5
3	饮食环境	1	2	3	4	5
4	餐饮价格	1	2	3	4	5
5	餐饮品质量	1	2	3	4	5
6	待餐时间	1	2	3	4	5
7	餐饮品的口味和特色显著程度	1	2	3	4	5

5. 对住宿情况的满意度评价调查

1	房间舒适度	1	2	3	4	5
2	安全度	1	2	3	4	5
3	酒店服务人员的服务态度	1	2	3	4	5
4	住宿价位	1	2	3	4	5

6. 对购物情况的满意度评价调查

1	购物环境	1	2	3	4	5
2	商品多样性	1	2	3	4	5
3	商品特色	1	2	3	4	5
4	商品价格	1	2	3	4	5
5	商品质量	1	2	3	4	5
6	服务质量	1	2	3	4	5
7	您购买的商品种类有哪些?	1.服装类	2.化妆品类	3.纪念品类	4.特产类	5.食品类
8	满意度较高商品?	1.服装类	2.化妆品类	3.纪念品类	4.特产类	5.食品类
9	对哪种购物场所满意度最高?	1.免税店	2.一般商店	3.特产店	4.商街	5.超市

7. 对娱乐设施的满意度评价调查

1	娱乐设施的复杂程度	1	2	3	4	5
2	娱乐项目的丰富程度评价	1	2	3	4	5
3	娱乐活动的特色度	1	2	3	4	5
4	娱乐项目的性价比	1	2	3	4	5
有印象深刻的娱乐项目吗?		0. 没有		1. 有		

8. 对旅游景点总体质量的满意度评价调查

1	旅游景点的整体环境	1	2	3	4	5
2	旅游景点的卫生状况	1	2	3	4	5
3	旅游景点的合理容量度	1	2	3	4	5
4	旅游景点的安全度	1	2	3	4	5

5	旅游景点信息服务质量满意度	1	2	3	4	5
6	旅游景点标示的清晰度	1	2	3	4	5
7	基础设施满意度（厕所，残疾人设施等）	1	2	3	4	5
8	门票价格水平	1	2	3	4	5
9	下列景点您去过哪里？	1.龙头岩 2.成山日出峰 3.天地渊瀑布 4.城邑民俗村 5.柱状节理带 6.将军石 7.木石苑 8.世界杯足球场 9.济州自然博物馆 10.涉地高地 11.翰林公园 12.海水浴场				
10	最满意的景点是什么？	1.龙头岩 2.成山日出峰 3.天地渊瀑布 4.城邑民俗村 5.柱状节理带 6.将军石 7.木石苑 8.世界杯足球场 9.济州自然博物馆 10.涉地高地 11.翰林公园 12.海水浴场				

9. 导游服务质量的满意度评价调查

1	语言和行为	1	2	3	4	5
2	法律意识	1	2	3	4	5
3	解说能力	1	2	3	4	5
4	服务态度	1	2	3	4	5
5	业务水平	1	2	3	4	5
6	处理紧急事件的能力	1	2	3	4	5

10. 关于旅游价值的评价调查

1	旅游价格的合理性	1	2	3	4	5
2	旅游的性价比	1	2	3	4	5

11. 对这次整体旅行过程的评价

1	整体旅游的满意度	1	2	3	4	5
2	满意度和需求对比感受如何	1	2	3	4	5

3	满意度和期望值对比感受如何	1	2	3	4	5
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1.2. 对再访问意向的调查

1	下次再访问的可能性	1	2	3	4	5
2	向别人推荐的可能性	1	2	3	4	5

个人信息

1	您的性别是?	1. 男性 2. 女性
2	您的年纪是?	1.15岁以下 2.15-24岁 3.25-34岁 4.35-44岁 5.45-59岁 6.60岁以上
3	您的婚姻状况是?	1.未婚 2.已婚未有子女 3.已婚有子女 4.其他
4	您从事工作所属类型是?	1.农业 2.公司职员 3.教育相关行业 4.事业、政府部门工作人员 5.私人企业 6.学生 7.其他
5	您的教育程度是?	1.小学 2.初高中 3.大学 4.硕士及以上
6	您家庭的月税前收入大概是?	1.一千以下 2.一千到三千 3.三千到五千 4.五千到八千 5.八千到一万 6.一万到两万 7.两万以上

您的居住地是? ()

居住地所属类型是	1. 乡村	2. 城镇或小市	3. 城市
居住地所属地区是	1.北方内陆	2.南方内陆	3.北方沿海 4.南方沿海